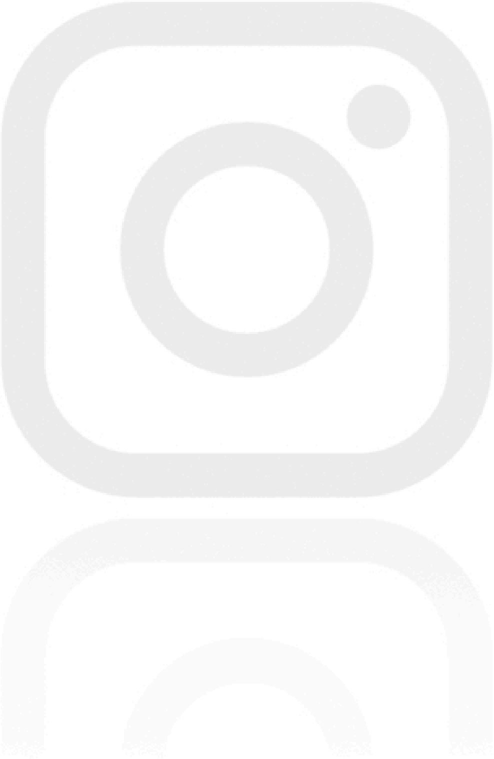
INSTAGRAM MARKETING

WORKBOOK



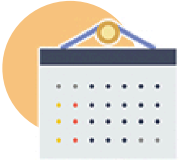
RESULTS BOOKLET

Welcome to the Instagram Marketing Results Booklet!

This powerful results booklet has been carefully designed to accompany you on your journey in creating a fully optimzed Instagram Page for you and your business! Using this booklet will help you take the general concepts and ideas taught inside the course and give you a space to apply them directly to your specific niche and needs, empowering you to learn specific action steps!

TIPS AND TRICKS

Follow along with the video lectures and use this guided booklet as you go through the course, following any prompts and taking time to make notes. This booklet is about applying these new strategies to YOU, so use this space to explore ways to do this.



Take a moment to schedule in the time to take the course and fill out this booklet. No need to hurry ahead! We have reminders through the lectures to help you out!

Remember that you are in control of how much you get out of this course and how impactful the content is for you and your niche!
Taking action and being consistent will put you far beyond your competitors and help you achieve the results you want!

BEFORE YOU START

To measure success and get the most out of this course, we need to set clear goals for ourselves. Take some time to write down what a strong and powerful instagram page looks like to you and your business.
Be as specific as you can, the more focused you are on the end goal, the easier it is to allocate your time effectively.
Use our questions as prompts, but use the free space on the next page to make notes of your own

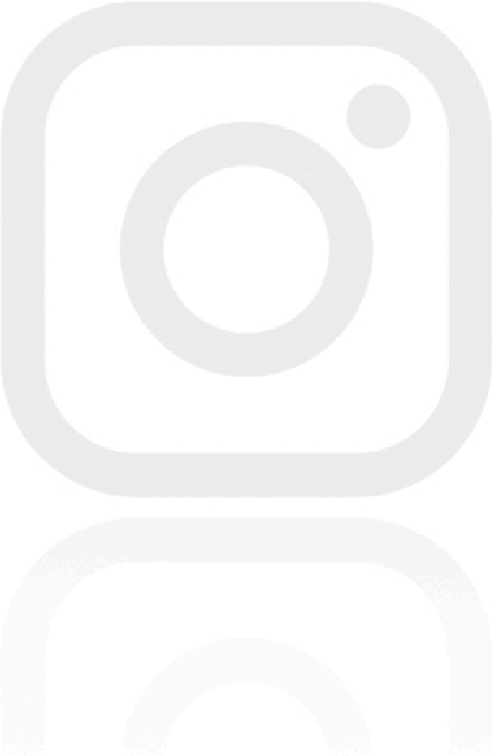
1 What are the top three goals for your Instagram Page?

2 What are some of the biggest issues that you have run into in the past with your page?

3 What does a current successful page do differently to you on a day to day basis?

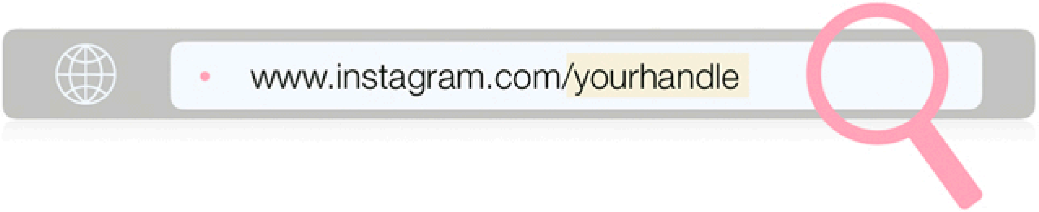
NOTES:

Don't stop there! Use this space to get really specific on your goals!



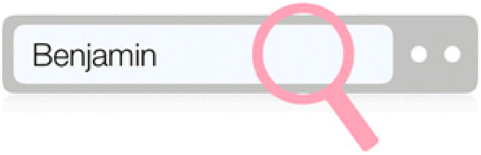
MODULE 2

HANDLE


www.instagram.com/yourhandle

Keep your handle as simple as possible. Use this space to brainstorm.

NAME



Your Instagram Name is SEO Searchable. Use this space to brainstorm yours

DISPLAY PICTURE

Check the attachment for this lesson for dimensions!

Find the most simplistic representation of your logo/brand or product.
Use the template attached in this lesson to create your profile picture.

YOUR ACCOUNT

Q: Would you follow your own account? If so, why? What benefits would you recieve?

Why do you follow the accounts that you do? Create a list of reasons for your favorite accounts:

Eg. @ACCOUNTNAME

Funny Content, Daily Updates
New Ideas, Coupons

YOUR ACCOUNT

SEO SEARCH WORDS

What are the SEO words that your competitors are using?
Write down the top few from 4 accounts.

1

@

2

@

3

@

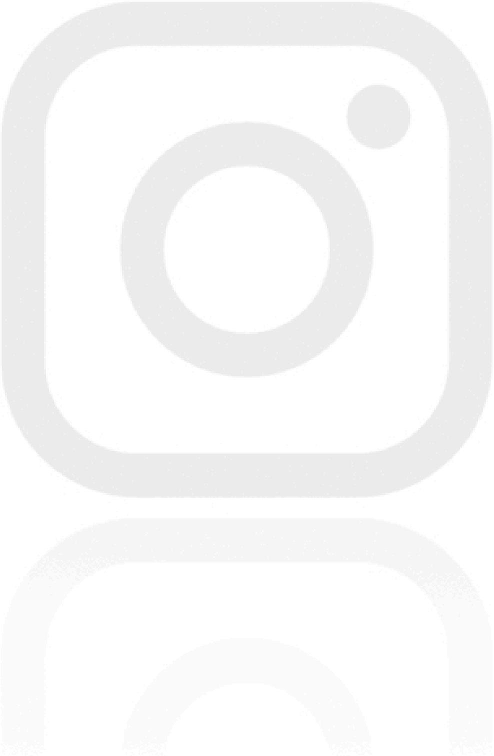
4

@

List the top SEO words that people are searching for to find you and your competitors in your niche.

MODULE 2

Additional Notes



MODULE 3

CONTENT

Use this page to draw inspiration from accounts you're following. What looks good to you? What is working in the following catagories?

STILL PHOTOS

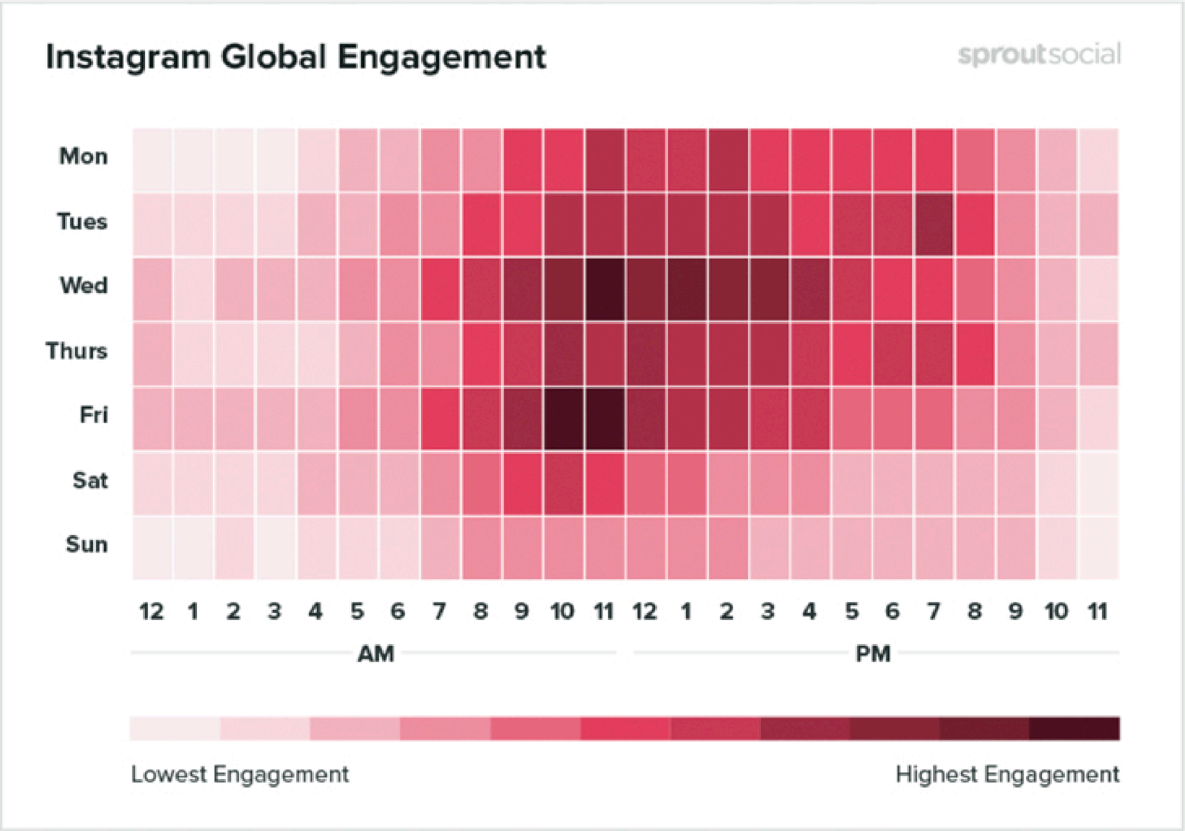
VIDEOS

POSTS / CONTENT

STORIES

TIMES TO POST

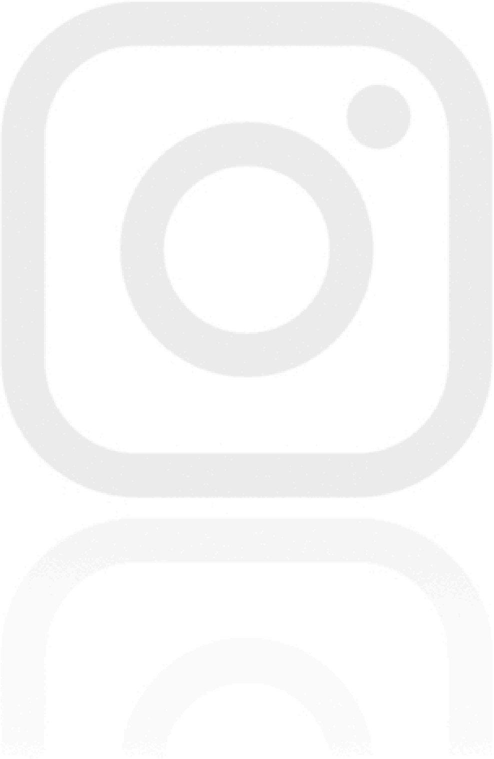
When is your audience online? Split test with your content to see what times are best for YOUR niche.



Instagram Global Engagement

MODULE 3

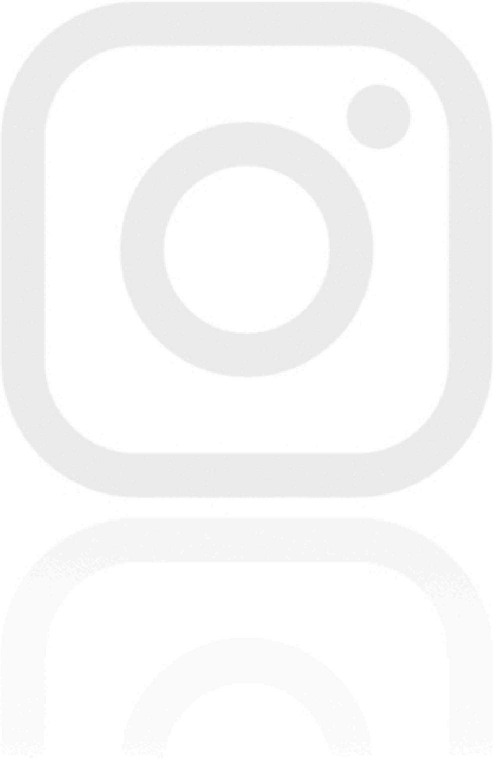
Additional Notes



MODULE 4

MODULE 4

Additional Notes



MODULE 5

POWER INFLUENCERS

Your task is to find 20 Power Influencers and reach out to them asking for a shoutout!
Use this page as a checklist to keep yourself accountable.

	Power Influencer's @handle:	Contacted?
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		

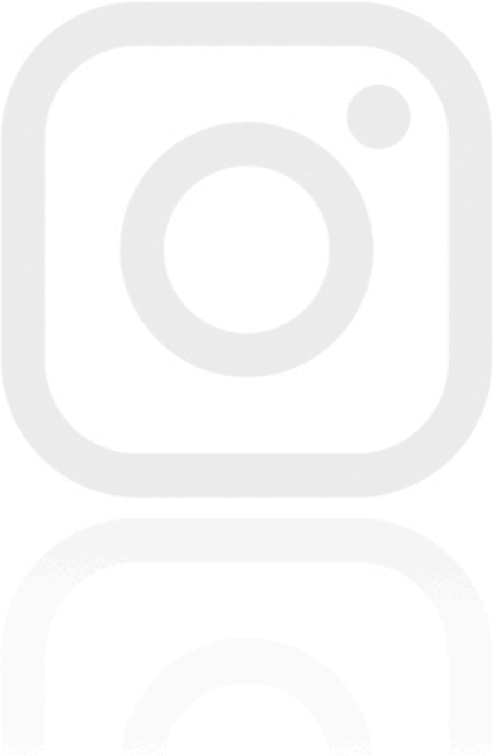
MODULE 5

Additional Notes

MODULE 6

MODULE 6

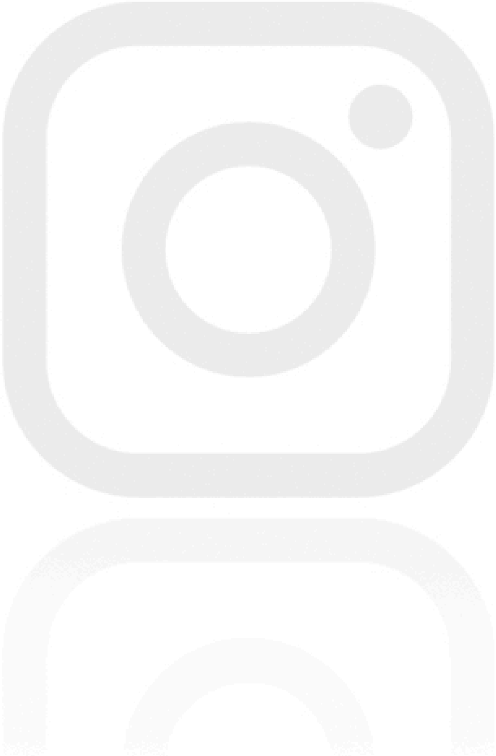
Additional Notes



MODULE 7

MODULE 7

Additional Notes



MODULE 8

MODULE 8

Additional Notes